

BSH Bosch & Siemens Hausgeräte GmbH in Consumer Appliances (Germany)

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Abstracts

Over the years, BSH Bosch & Siemens Hausgeräte GmbH has grown into its role as the leading player in consumer appliances in Germany, engaging in strategies which have allowed it to develop its volume share in what is a very dynamic industry. The company's high levels of overall investment in research and development have enabled it to register major technological advances in major appliances and this has led to the company's leading brands offering very innovative and attractive consumer...

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